

Title (en)  
METHODS AND APPARATUS TO COMPENSATE IMPRESSION DATA FOR MISATTRIBUTION AND/OR NON-COVERAGE BY A DATABASE PROPRIETOR

Title (de)  
VERFAHREN UND VORRICHTUNG ZUM AUSGLEICHEN VON ABDRUCKDATEN FÜR FEHLZUSCHREIBUNG UND/ODER NICHTABDECKUNG DURCH EINEN DATENBANKEIGENTÜMER

Title (fr)  
PROCÉDÉS ET APPAREIL POUR COMPENSER L'ATTRIBUTION INCORRECTE ET/OU LE DÉFAUT DE COUVERTURE DE DONNÉES D'IMPRESSION PAR LE PROPRIÉTAIRE D'UNE BASE DE DONNÉES

Publication  
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Application  
**EP 14885507 A 20141204**

Priority  
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• US 201461986784 P 20140430  
• US 201461991286 P 20140509  
• US 201462014659 P 20140619  
• US 201462023675 P 20140711  
• US 201462030571 P 20140729  
• US 2014068623 W 20141204

Abstract (en)  
[origin: US2015262207A1] Methods and apparatus to compensate impression data for misattribution and non-coverage by a database proprietor are disclosed. An example method includes obtaining a count of media impressions occurring on a first type of computing device, a first portion of the media impressions corresponding to persons for whom demographic information is recognizable by a database proprietor and a second portion of the media impressions corresponding to persons for whom demographic information is unavailable to the database proprietor; and determining the demographic information for the second portion of the media impressions based on a first probability that media corresponding to the media impressions is accessed on the first type of computing device and based on a second probability that media is accessed on a second type of device.

IPC 8 full level  
**G06Q 30/02** (2012.01); **G06F 17/00** (2006.01); **H04W 4/21** (2018.01)

CPC (source: EP GB KR US)  
**G06F 16/95** (2019.01 - KR); **G06F 17/18** (2013.01 - KR); **G06Q 30/0201** (2013.01 - EP GB KR US); **G06Q 30/0203** (2013.01 - EP GB KR US); **G06Q 30/0241** (2013.01 - EP US); **G06Q 30/0242** (2013.01 - EP US); **G06Q 30/0245** (2013.01 - EP GB KR US); **H04L 67/10** (2013.01 - KR); **H04W 4/18** (2013.01 - EP KR US); **H04W 4/21** (2018.02 - EP KR US)

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No further relevant documents disclosed

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